**3.02 Design a Website**

Design a website following the steps listed below using a text editor.

1. Design Website Structure—storyboard your website.
2. Create Website
   1. Develop linked webpages with multimedia elements using **HTML code in a text editor.**
   2. Format and Link Webpages Using HTML Code
      1. Code structural tags
         1. HTML Doctype Declaration—*Required* for HTML 4.01

**<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"**

**"http://www.w3.org/TR/html4/loose.dtd">**

* + - 1. Head
         1. Meta tags in the Head Section give general information about the website. This meta tag is *required*:

**<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1">**

Other meta tags are optional.

* + - * 1. Title
      1. Body
    1. Code CSS—Internal style sheet
       1. Code page styles
          1. Background
          2. Horizontal lines
       2. Code text and paragraph styles
          1. Font and enhancements
          2. Lists
          3. Alignment
    2. Code to insert multimedia elements
       1. jpg, gif, png
       2. wav, mp3
       3. avi, mov

1. Publish website to off-site storage and/or portable media.

**3.02 Design a Website Page 2**

**Directions:** Using a text editor design a website that follows good design principles. Use the checklist below as you build your site.

|  |  |
| --- | --- |
| **🞏** | **Overall Page Layout—Storyboard**  Most important info at top.  Consistency  Headers/Footers  White Space  Appropriate page dimensions.  Text only pages available for screen readers. |
| **🞏** | **Home/Index Page**  Positive first impression.  Communicates purpose.  Masthead, site map, etc.  One screen in length.  Limited prose text. |
| **🞏** | **Color**  Contrasting background and text colors.  Color scheme evident. |
| **🞏** | **Text**  Typeface, Size, and Alignment  Line length  Indents, blank lines, new paragraphs as needed.  Enhancements such as italics, all caps, bold, etc. used appropriately.  Headings, subheadings and body text are not graphics. |
| **🞏** | **Headings and Titles**  Unique.  Titles on every page.  Headings used in hierarchical order. |
| **🞏** | **Lists**  Style  Descriptive heading for list.  Capitalize first word in each list item. |
| **🞏** | **Graphics**  Images add value to site.  Images do not slow download.  Images have height and weight attributes.  Text alternatives available. |
| **🞏** | **Multimedia**  Plug-in requirements.  Add value to site and enhance message.  Text alternatives available. |
| **🞏** | **Web Content**  Use active voice.  Avoid jargon, abbreviations.  Appropriate sentence and paragraph length |

**3.02 Design a Website Rubric**

**Directions:** Using a text editor design a website that follows good design principles. Use the checklist below as you build your site.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Points** | | |
|  |  | **20** | **15** | **10** |
| **🞏** | **Overall Page Layout—Storyboard**  Most important info at top  Consistency  Headers/Footers  White Space  Appropriate page dimensions  Text only pages available for screen readers |  |  |  |
|  |  | **10** | **5** | **0** |
| **🞏** | **Home/Index Page**  Positive first impression  Communicates purpose  Masthead, site map, etc.  One screen in length  Limited prose text |  |  |  |
| **🞏** | **Color**  Contrasting background and text colors  Color scheme evident |  |  |  |
| **🞏** | **Text**  Typeface, Size, and Alignment  Line length  Indents, blank lines, new paragraphs as needed  Enhancements such as italics, all caps, bold, etc. used appropriately  Headings, subheadings and body text are not graphics |  |  |  |
| **🞏** | **Headings and Titles**  Unique  Titles on every page  Headings used in hierarchical order |  |  |  |
| **🞏** | **Lists**  Style  Descriptive heading for list  Capitalize first word in each list item |  |  |  |
| **🞏** | **Graphics**  Images add value to site  Images do not slow download  Images have height and weight attributes  Text alternatives available |  |  |  |
| **🞏** | **Multimedia**  Plug-in requirements  Add value to site and enhance message  Text alternatives available |  |  |  |
| **🞏** | **Web Content**  Use active voice  Avoid jargon, abbreviations  Appropriate sentence and paragraph length |  |  |  |
|  | **Total** |  |  |  |